

OPB Summary

# OPB Continuity Summary

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	1997	1998	Total
# of Programs	5	6	
# of Orders	572,900	310,589	
# of Responders	561,080	311,798	
Franchise % Participating	14%	Shelby to fill in 8%	
# of Items Ordered	1,457,782	654,632	
Units Moved (billions)	4.5 <del>million</del>	1.5 billion	
Avg Cost/UPC	\$0.00 <del>\$0.16</del>	\$0.00 <del>\$0.12</del>	\$0.00
Budget (MM millions)	<del>\$0.0</del> \$33.3	<del>\$0.0</del> \$9.1	\$0.0
CPM	<del>\$0.00</del> \$7.40	<del>\$0.00</del> \$6.07	\$0.00

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224,432  
331,698  
2,401  
124  
154  
2401